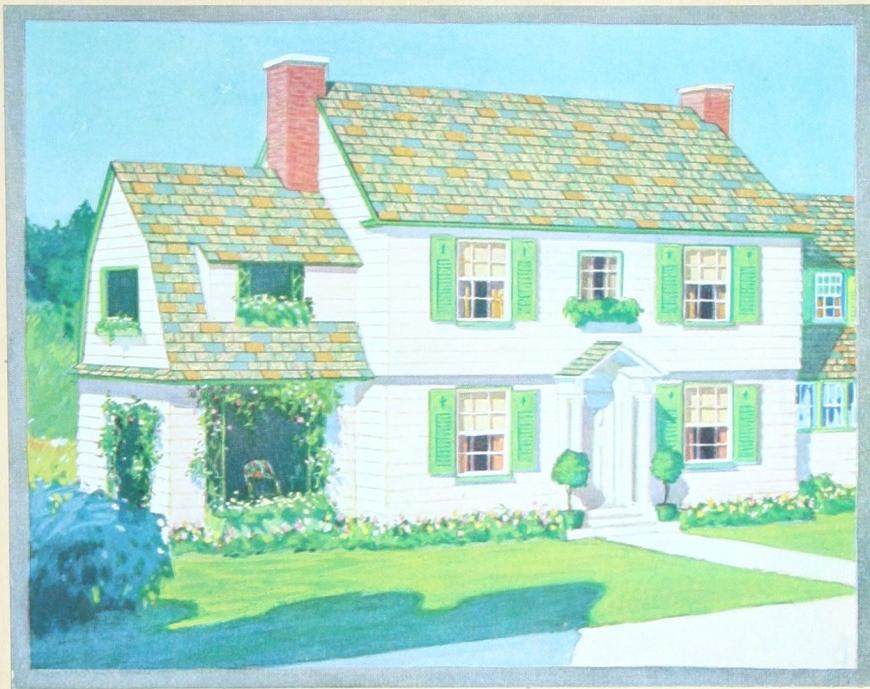


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What Color for the Roof?





JUN 11 '28

What color for the Roof?



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THE RICHARDSON COMPANY

Lockland [*Cincinnati*] Ohio



"I'd like to live there!"

Next time you see a home like that, notice the roof.

It will be a substantial looking roof, of course. But you will find that its coloring, in harmony with the rest of the house and its surroundings, is one of the biggest factors in securing the beauty you admire.

This booklet will help you select for your home such a roof of distinctive beauty. It is published as a part of Richardson's contribution toward more beautiful homes.



The illustration on the cover shows the Richardson Multicrome Roof in opal, as it would appear on the Model House built by the House Beautiful Publishing Company

More than a shelter

THE day of the drab roof is gone—the roof that simply shuts out rain and weather. True the roof of your home must give protection against the elements. It must last. But as one of the most prominent architectural features of your home, the roof should also add much to its beauty.

Perhaps your greatest opportunity to increase the effectiveness of your house-top lies in a wise choice of roofing color. Mr. Ralph Adams Cram recently wrote: "Great as our architecture is, it will never be all that it may be until the architect begins to think in terms of color."

Color is becoming recognized more and more as an important feature of home decoration, outside as well as in. Its magic relieves monotony, adds individuality, creates the very "atmosphere" of a home.

On the roof especially, color plays an important part. Most often the largest unbroken expanse of a house, the roof frequently sets its whole color keynote. Thus restful coolness is achieved with a roof of fresh blue-green tones; while one in which soft browns and reds predominate creates an atmosphere of genial warmth. Pleasing lines can be strengthened by tones contrasting with the body color or trim of your house, or its setting; severe ones softened by the use of blending shades.

It is important, of course, that the roof color be in harmony with the rest of the house. Only then can your roof contribute its full share of beauty to your home.

And never before has there been such a selection of beautiful roofing colors at a moderate price as is now available in Richardson Multicrome Roofs. In this slate-surfaced roof, Richardson has created a rich variety of color hitherto approximated only in much more expensive types of roofs. And these colors are permanent, never needing paint or stain. They are fixed by nature in tiny gems of slate. Weathering only enriches them.

With these new Richardson colors, you can make your roof one of the most effective units in your decorative scheme.

The RICHARDSON Multicrome Roof brings new and permanent beauty

FOR years, your choice of color in slate-surfaced shingles was no choice at all. Plain colors—black, red or green—were standard. Then came a blast in the Georgia hills that revealed a slate color of rare beauty—weathered brown.

Richardson's discovery of this unusual tone, the mellow brown of October fields permanently fixed in slate, began a new era in roofing beauty.

No stained wood shingles can rival this rare color. Nature has created it as she does her jewels—by pressing it for ages under mountains of earth and rock. And it grows richer with age, as the tan of rocks on the shore deepens with the ceaseless wash of ocean waves.

Snatched up by gigantic steel carriers, blocks of this weathered brown

*Then came a blast
in the Georgia hills
that revealed a slate
color of rare beauty
—weathered brown*



*Gigantic steel car-
riers bring rare
jewels of perma-
nent color in slate
for your roof*



slate are speedily crushed into flakes to be later enameled on the shingles which form the Richardson Multicrome Roof. Each flake is merely a miniature of the great blocks from which it was broken. It can no more change color than the blocks themselves.

Careful laboratory tests make sure that every carload of slate flakes from the Richardson quarries is not only permanent in color, but also proportioned in size so as to seal the roof securely against weather and fire hazards. The surfacing of Richardson Multicrome Roofs isn't ordinary slate granules. It is slate in *flakes* that lock firmly into the water-proofing and overlap as cleanly as the scales of a fish.

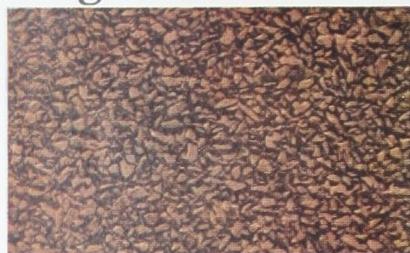
These weathered brown slate flakes, combined with other Richardson colors in slate, form the basis of many beautiful roofing color combinations. You will find on the pages following a wide variety of exclusive color effects in Richardson Multicrome Roofs; several of them wholly new.

Before you build, before you re-roof, by all means see these new color effects. With any of them you can secure for your home a roof of distinctive and permanent beauty. Notice especially the four newest effects—opal, bronze mosaic, tapestry tan and onyx—where weathered brown is blended with other colors on the same shingle.



Careful laboratory tests make sure that the slate flakes are not only permanent in color, but also correctly proportioned in size so as to seal each shingle securely against weather and fire hazards

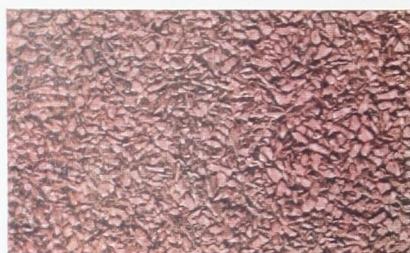
Eight basic Richardson Colors in slate



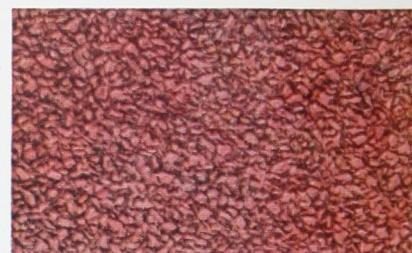
Antique Brown



Weathered Brown



Dull Red



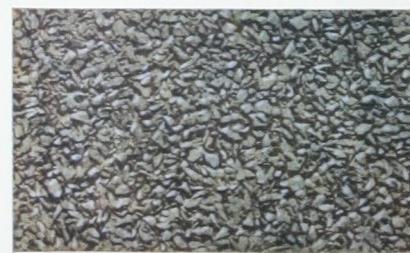
Tile Red



Dusk Blue



Heather Purple



Jade Green

(Gray Green, not shown here, is
also a basic Richardson color)



Black Pearl

Exclusive blends in Multicrome Roofs



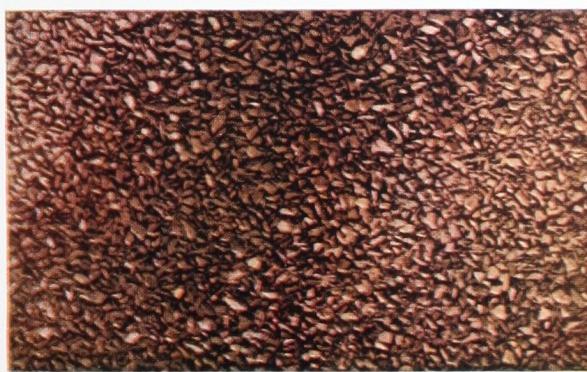
Bronze Mosaic

Like a woodland clearing when red oak leaves are blown upon the ground. That is the color of the bronze mosaic roof—an unstudied mixture of brown and red.



Opal

The Multicrome roof in opal has a delicately mottled coloring, like the play of light on a rippled mountain lake.



Duotone Brown

Like the varied patterning of a rare piece of marble is the effect of this roof where two rich tones of brown are combined in endless variety on each shingle.

Choosing the roofing color to beautify your home

EVERY home has its own individuality. It is quite impossible to lay down hard and fast rules for securing the *most effective* roofing color scheme. The roof which looks best on your Colonial house, for example, might not be nearly as attractive on that English cottage down the street. But there are principles of color harmony which determine all good effects—guides, one might say, to a pleasing result.

You have your choice of two general treatments of the roof color: it may be selected either to contrast well with the color of the rest of your house or to blend with it. Either treatment is effective—depending on whether you want to emphasize or subordinate the roof as a part of the architectural scheme.

The background, or setting, of your home should also be considered in selecting the roofing color. An opal roof, for example, would blend into a skyline without foliage; whereas against a background of trees it would stand out in contrast. A well-shaded house would be attractive with a roof of brighter coloring, such as the tapestry tan roof.

Simple color combinations are always best, although a strong note of color is desirable to prevent the whole effect from seeming dead and monotonous. Such a note is often supplied by the trim color, a chimney of colored brick or stone, or by contrasting color in the roof itself.

All of the Richardson Multicrome Roofs will harmonize or blend well with almost any color of house, since these roofs are usually a combination of two or more tones. But some of them, of course, are more effective than others on any one house.

Here is an easy way to determine in *advance* which roof and house colors look best together. Try for yourself the many color combinations which can be formed with the Richardson Harmonizer in the back of this booklet.

With it you can see the complete effect of 54 different combinations of roof and house colors. And while you can make your own choice, the suggestions under each roof shown there tell you the combinations that authorities on color harmony have selected as the best. Among the many beautiful combinations possible, you will find the one that will be most effective on your own home.





THE *opal* roof sets comfortably on a house of creamy stucco. Light enough in tone so as not to make it look top-heavy; yet so distinct in coloring that it isn't lost against a background of sky and trees. It is cool and restful in color; yet neither cold nor monotonous. Interesting in its endless variety of softly blending patterns, it is never obtrusive. Notice how the chocolate brown trim used here blends with both the roof and body colors.



FRANKLY, the *bronze mosaic* roof is not one for a white house, for a house painted canary yellow. On a darker house it is unusually beautiful; particularly on one of tan brick, with a contrasting trim. Here, it blends in perfect harmony with the house itself; it makes the roof and body one. And yet its rich brown and red coloring serves to emphasize the graceful sweep of a pleasing roof line against a background of either foliage or sky.



IT is hard to imagine a happier combination of roof and house coloring than is secured here with an onyx roof on a yellow clapboard cottage. This is an unusual example of the skillful harmonizing of contrasting colors. The warm yellow of the house is carried into the roof with the soft weathered brown and the occasional flecks of rich dull red. And the cool greens which predominate on the roof are reflected in trim and chimney-pots.



HERE is a dignity in the soft, restrained coloring of the *tapestry tan* roof that matches that of this fine home of tapestry brick. So closely do its colors blend with those of the brick walls that roof and house are a single unit. Yet no detail of the clean-cut roof line is lost. The white trim is in keeping with these rich colors, although a blue-green trim to match the similar tones in the roof would also be effective on this home.



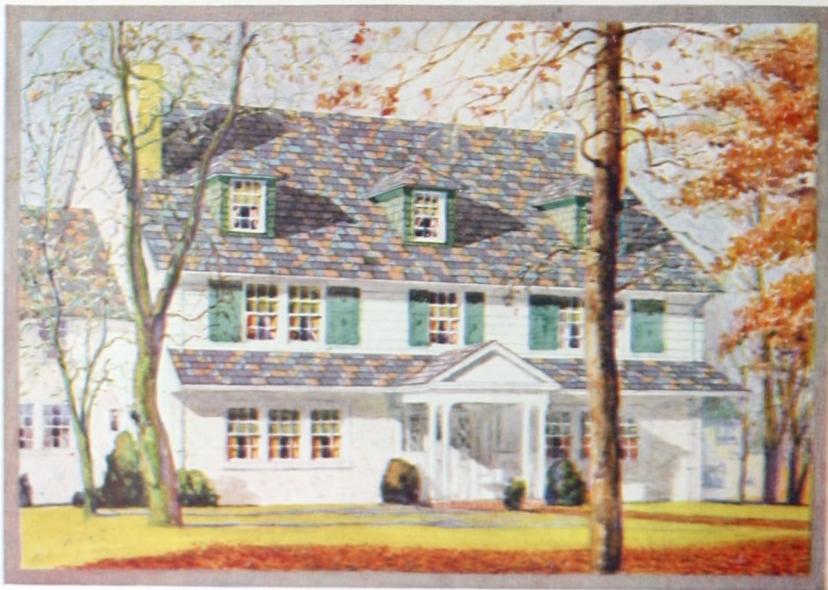
NOW, for the first time you can have a moderately priced roof that is really effective on an English Cottage style of home. The new Multicrome Thatch, with its blended tones of weathered brown and dull red suggests the mellow English downs in every curve. This is an easy roof to apply, too. No expensive cutting or trimming is necessary to secure the thatch effect. It comes in a convenient size, all cut and ready to lay on the roof.



If your home is to be a trim white Colonial, here is your roof. Predominately green in tone, like the New England hills, the onyx roof is ideal in coloring for such a home. Incidental touches of weathered brown and dull red in soft pastel blends brighten this combination, but do not detract from its air of quiet simplicity. Notice how nicely the onyx coloring blends with the green shutters at the windows to carry out the effect of restful coolness secured here.



RICH and substantial-looking is the roof of *antique brown*. Especially on stucco homes, in the lighter color tones, it gives solidity and character to the architectural conception. It is a dignified roof, and yet one that imparts an atmosphere of cozy comfort to the home it covers. In the house illustrated, the shutters of deep green produce a pleasing contrast, while the gay chimney pots provide a happy touch of brighter color.



FOR a cozy, white Dutch Colonial home, Richardson suggests this color scheme. A roof of *opal* and *dusk blue* shingles; shutters and gables green. The roof harmonizes perfectly with any setting. Both fall and summer foliage blend with the opal mixture of weathered brown and gray green slate flakes. And the soft dusk blue reflects the sky itself. Green shutters carry over to the body of the house the green tones in the roof and gables.



HERE is a roof that blends right in with a house of mottled brown brick, both in texture and in color. *Antique brown* for rich mellowness, *heather purple* for softness, and *opal*, a combination of the rare weathered brown and jade green, to add a touch of coolness. Notice how skillfully the roof colors are accented in the green of the trim and the purple-blue of the shutters. Effects like this are easy to secure with Multicrome Roofs.



HERE is color harmony in contrasts as well as in blends. This roof, rich and warm in coloring, illustrates how pleasing the right contrast can be. Built up of *antique brown*, *heather*, and *dull red*, it is ideal for a snug white frame house. It is as substantial-looking as it is unusual. Note how pleasingly the cool blue-green of the shutters and the trim balances the color scheme, making the roof and body one attractive color unit.



LIKE the famous weathered brown, the newer duotone brown is a versatile roof, attractive on homes of various architectural styles and colorings. It blends skillfully on the same shingle the mellow tones of weathered brown with the deeper coloring of antique brown. This beautiful combination results in a rich, warm effect which is at its best, perhaps, on a house of neutral-colored stucco, timber-trimmed in the English style.



If you prefer a roof of a single color, we suggest the Multicrome Roof in *weathered brown*. This beautiful Richardson color has long been a favorite for homes of almost every type. It is especially attractive on a home of white stucco trimmed as this one is in a blending shade of darker brown. On homes of a deeper body color, the weathered brown roof forms a rich combination that is most effectively set off by a lighter or contrasting trim.



A HOME of gray stucco requires a roof just so. A roof bright enough to give it life, yet not so bright as to detract from its quiet, homey charm. And what could be more appropriate than this skillful blend of *heather purple* and *dusk blue*? It has just the touch of brightness so essential, and is yet restrained in its soft variation of color. Blue trim and shutters complete one of the most effective color schemes you could imagine for any home.

Strong inner materials make this beauty LASTING

These new color combinations are used only on the Richardson Multicrome Roof—a roof that offers a new degree of serviceability, just as the Richardson colors offer new beauty.

Perhaps you have never suspected the real reason why some roofs outwear others. Surface appearance is usually your only guide in choosing, although it doesn't tell you much about how well the roof is going to stand the battle with the elements.

But in the inner materials of which a roof is made lies the real explanation of its endurance.

The Multicrome Roof is built with Richardson Super-Giant Shingles, extra large, extra heavy—to give greater beauty, longer endurance. Each Super-Giant Shingle measures 10 x 14 inches. 274 of them cover 100 square feet of roof and weigh approximately 285 pounds.

These shingles are built on a base of felt, impregnated with waterproofing, and surfaced under pressure with pure slate flakes.

Upon the quality of this felt base, so experienced roofers say, the endurance of the roof mainly depends. Because of decades of service in many thousands of roofs, Richardson felt, the base for the Super-Giant Shingles which form the Multicrome Roof, has for over half a century been recognized as the best.

A glance at the illustration of these felt fibres will show you why. Billions of tiny sinews, far more than in ordinary felt, catch and bind the waterproofing into a solid, weather-resisting armor, as inner steel gives strength to concrete. And because these sinews are uniformly long through the felt, there are no weak spots, as in ordinary felt, for the weather to pierce.

As you'd expect, the waterproofing for this unusually sturdy foundation is equally strong. It is Viskalt, exceptionally durable because it is a 99.8% pure bitumen, especially vacuum-processed. And because the Multicrome Roof is 50% thicker than ordinary roofs it absorbs and holds 100% more of this protective waterproofing.

Notice the test illustrated at the right. It is only one of many which Viskalt must undergo to prove its fitness as one of the vital materials of a Richardson Multicrome Roof. Such exceptional raw materials, scientifically blended, and extra thickness give you a roof which is *permanently* waterproof.

Choose the color you want; the Richardson Multicrome Roof will give you the utmost in beauty and durability for your money.



Note under the microscope how the fibres of Richardson felt interlock to catch and bind the Viskalt into a solid, weatherproof armor. Billions of these tiny sinews give remarkable strength to your roof.



The penetration test proves how firmly Richardson Viskalt is knitted together internally to resist years of weather strain. This exacting test is only one of many which Viskalt must undergo to prove its fitness as a vital part of Richardson Roofing.

50% greater thickness adds years of endurance



**Richardson
Multicrome
Roof**



**Ordinary
Roof**

The Multicrome Roof is built of Richardson Super-Giant Shingles—extra large, extra heavy. Its 50% greater thickness adds both beauty of texture and years of endurance. Its base is sturdy, long-fibre Richardson felt. Its waterproofing is Viskalt—99.8% pure bitumen, especially vacuum-processed. Its surface is slate in close, overlapping flakes—further protection against weather and fire hazards.

The Richardson Multicrome Roof represents the maximum roof value at a moderate price. It is economical to lay and equally good for new or over-the-old-roof jobs.

How to get a Richardson Multicrome Roof for your home

Go to your nearest dealer in lumber, hardware or building materials. Ask him to show you the color effects described in this booklet. Ask him to help you in selecting the Multicrome Roof which will be most effective on your own home.

He will also be glad to explain further why the construction of the Multicrome Roof—its extra thickness, its stronger materials—makes the beauty of this roof *lasting*.

You want a roof that is more than a shelter—a roof that will be both beautiful and durable. The Richardson Multicrome Roof is that roof—at a moderate price.

If you don't know the name of a Richardson dealer near you, please write us. We will see that you are served.

The RICHARDSON COMPANY

Lockland [Cincinnati] Ohio

Chicago . . . New York City [250 W. 57th St.] . . . New Orleans . . . Atlanta . . . Dallas
63 Albany St., Cambridge [Boston], Mass.

The Richardson Color Chart

T R I M C O L O R					
HOUSE COLOR	White	Cream	Brown	Green	Blue
<i>White</i>	◊	Opal * Onyx * Duotone Brown *	Weathered Brown Duotone Brown * Tapestry Tan * Bronze Mosaic *	Opal * Onyx * Jade Green	50% Opal 50% Dusk Blue { 75% Dusk Blue { 25% Black Pearl {
<i>Cream</i>	Opal * Onyx * 50% Opal 50% Bronze Mosaic {	◊	50% Duotone Brown 25% Opal 25% Heather Purple { Duotone Brown *	Opal * Onyx * Jade Green	Weathered Brown Tapestry Tan * 50% Duotone Brown 50% Heather Purple {
<i>Brown</i>	50% Duotone Brown 25% Opal 25% Heather Purple { Duotone Brown *	50% Duotone Brown 25% Opal 25% Heather Purple { Tapestry Tan *	◊	◊	Weathered Brown Tapestry Tan * 50% Duotone Brown 50% Heather Purple {
<i>Gray</i>	50% Opal 50% Dusk Blue { 75% Dusk Blue { 25% Black Pearl {	50% Dull Red { 50% Opal 50% Duotone Brown 50% Heather Purple {	50% Duotone Brown 25% Opal 25% Heather Purple { Opal *	50% Opal 50% Dusk Blue { 50% Opal 50% Heather Purple {	50% Opal 50% Dusk Blue { 75% Dusk Blue { 25% Black Pearl {
<i>Red Brick</i>	Tapestry Tan * 50% Antique Brown 25% Dull Red 25% Heather Purple {	50% Dull Red 25% Tile Red 25% Heather Purple { Bronze Mosaic *	◊	Onyx * Opal * Tapestry Tan *	Onyx * Tapestry Tan * Opal *

*These roofs are formed of the following shingle combinations:

Opal	Bronze Mosaic	Duotone Brown	Tapestry Tan	Onyx
10% Weathered Brown 10% Gray Green 80% Opal	10% Weathered Brown 10% Dull Red 80% Bronze Mosaic	50% Weathered Brown 50% Antique Brown (blended)	50% Weathered Brown 25% Opal 25% Bronze Mosaic	50% Jade Green 25% Opal 25% Bronze Mosaic

Opal, Bronze Mosaic and Duotone Brown roofs come mixed in the bundle—ready to lay

The chart above shows a few of the color schemes that authorities recommend especially.

The house colors are shown at the left and the trim colors above the chart.

In the corresponding squares under tasteful house and trim combinations are shown the roof color suggestions.

These are only a few of many beautiful effects which can be secured with Richardson Multicrome Roofs.

If the colors you want for your home are not shown here, write us. We can suggest many others.

